NORTH SCOTT COMMUNITY EDUCATION

MARKET RESEARCH TELEPHONE SURVEY

FOR

EASTERN IOWA COMMUNITY COLLEGE DISTRICT

Office of Educational Services

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The Survey Results

Heard of NSCE. Of the 151 respondents surveyed, 51% (77) have read or heard of information relating to North Scott Community Education.

Awareness. All of the respondents who have heard of NSCE are also aware that the North Scott Community Education program works with all the North Scott Communities.

Benefits. All of the respondents who have heard of NSCE believe that a program like the North Scott Community Education Program is beneficial to all North Scott residents.

Advisory Council. Of the 151 respondents, thirty-nine (26%) know that the North Scott Community Education Program has an advisory council made up of members of all North Scott communities.

Year Round Facilities Use. An overwhelming majority of the respondents (89%) think that public school facilities should be used year round, by all members of the communities. 6% of respondents believe public school facilities should not be used by all members of the communities.

Cooperation. More than half of the respondents (61%) feel that there is a good level of cooperation between the school district and other community agencies, 8% feel that there is not. 30% of the respondents indicated that they didn't know.

Activities. The majority of respondents (72%) feel there are a sufficient number of activities available in the North Scott area for their family; 16% feel that there are not a sufficient number of activities. The remaining respondents indicated they didn't know.

Expanded Educational/Recreational Opportunities. The respondents were asked if they feel that there should be expanded educational and recreational opportunities for grades K-12. More than half of the respondents feel there should be expanded educational and recreational opportunities throughout elementary, junior high and secondary schools. These data are summarized in Table 1.

TABLE 1

EXPANSION OF EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

	Percent	
Grades K-6	Yes 60%	No 27%
Grades 7-8	Yes 56%	No 27%
Grades 9-12	Yes 59%	No 25%

Availability. The respondents identified when expanded educational and recreational opportunities should be available. These data are given in Table 2.

TABLE 2

AVAILABILITY OF EXPANDED EDUCATIONAL AND RECREATIONAL OPPORTUNITIES

	Number
After School	75
In the Evenings	28
Saturdays	34
In the Summer	74

N=211

Funding. More than half of the respondents surveyed (63%) indicated they were not aware that the North Scott Community Education program is funded jointly by the North Scott School District and Scott Community College.

North Scott Adult Education Classes. Seventy-one percent of the respondents indicated they are aware that the North Scott Community Education Program works with Scott Community College to set up adult education classes in the North Scott area.

Most Convenient Location. If the survey respondents were to attend an adult education class, they were asked where would be the most convenient location. North Scott High School was chosen most often (34%) as the most convenient location. Table 3 provides these data.

TABLE 3

MOST CONVENIENT LOCATION

	Number	Percent
No Response	33	22
North Scott High School	51	34
Neil Armstrong Elementary	5	3
John Glenn Elementary	16	11
Virgil Grissom Elementary	27	18
Alan Shepard Elementary	10	7
Edward White Elementary	4	3
Other	5	3

College Credit Classes. The majority of respondents (80%) indicated they would like to see more college credit classes offered by Scott Community College within the North Scott area.

Program Areas. The respondents were asked to rate five program areas/activities according to their importance. Approximately half of the respondents considered family, teen, and youth activities to be very important. Table 4 illustrates these data.

TABLE 4

PROGRAM AREAS

	Not Important	Important	Very Important
Family Activities	10%	39%	49%
Single Activities	38%	46%	13%
Adult Activities	17%	60%	23%
Teen Activities	18%	29%	52%
Youth Activities	16%	35%	46%

Community Information - A large majority (73) of survey respondents indicated that they received information concerning community activities from the North Scott Press. "Word of Mouth" was the second most popular method of communication. Table 5 illustrates the results of this question.

TABLE 5

COMMUNITY INFORMATION

	Number
Leader/Shopper	11
North Scott Press	73
Quad City Times	17
Des Moines Register	1
Television	2
Radio	0
Flyers	33
Word of Mouth	39
School Communications	28
Other	9

NSCE Summer Activity Brochure. Seventy-percent of the surveyed respondents indicate they remember receiving the North Scott Community Education summer activity brochure some time in May.

Information Useful. Almost half of the respondents (46%) found the information contained in the brochure to be useful, 37% did not.

Major Concerns/Needs for Community. In an open-ended question, survey respondents were asked what three major concerns or needs they see for the community in which they live. Of the many comments provided, the most repeated needs were for teen activities/center, youth activities and a swimming pool. Other comments include:

- Summer activities for children
- Recreational activities for children
- Family recreational activities
- Community center
- Ice skating rink
- Programs for retired and elderly
- Playground equipment
- Gym facilities
- Park program
- Music activities
- More use of gym for parent/student activities in summer and after school
- Beautification Program
- Neighborhood Watch
- Tennis courts
- Make CE more visible

- Better communication between communities
- Better representation of rural areas in county government
- Open communication between school board and people of district
- Economic development
- Counseling farmers or people who have lost job
- Retraining for jobs
- Don't want swimming pool (3)

Place of Residence - The largest percentage of survey respondents are from Eldridge (29%), with Princeton representing the second highest response (14%). Table 6 illustrates the results of this question.

TABLE 6

PLACE OF RESIDENCE

	Number	Percent
Donahue	9	6
Dixon	6	4
Eldridge	44	29
Long Grove	11	7
Parkview	11	7
Princeton	21	14
Butler Township	1	1
Rural Donahue	4	3
Rural Dixon	6	4
Rural Eldridge	5	3
Rural Long Grove	9	6
Rural McCausland	1	1
Rural Princeton	14	9
Rural Davenport	4	3
No Reponse	5	3
Total	151	100

Ages of Residents - Survey respondents were asked to indicate the ages of the individuals living in their household. Table 7 illustrates the results of this question.

TABLE 7

AGES OF RESIDENTS

(Ages)	Number
0 - 5	48
6 - 12	60
13 - 18	66
18 - 20	5
21 - 25	24
26 - 35	61
36 - 45	90
46 - 55	43
56 - 65	42
Over 65	19

Length of Residence - The largest percentage of survey respondents (37%) have lived within the North Scott area for over twenty years.

TABLE 8

LENGTH OF RESIDENCE

	Number	Percent
0 -2 years	14	10
3 - 5 years	13	9
6 - 10 years	35	24
11 - 20	30	20
Over 20 years	56	37
Total	148	100

Sex of Survey Respondents - Of the 151 survey respondents, 109 (72%) are female, 41 (27%) are male and one survey contained no response.

Summary of Results

The purpose of the telephone survey is to provide North Scott Community Education with information about the attitudes and characteristics of a random sample of the residents of the North Scott area.

1. Of the 151 survey respondents, 72% (109) are female. The largest percent of respondents reside in Eldridge (29%), followed by Princeton (14%). The greatest share of respondents (37%) have lived within the North Scott area for over 20 years.

2. All of the respondents who have heard of NSCE (51%), believe that a program like the North Scott Community Education Program is beneficial to all North Scott residents.

3. An overwhelming majority of the respondents (89%) think that public school facilities should be used year round, by all members of the communities.

4. Although the majority of respondents (72%) indicated that there are a sufficient number of activities available in North Scott area for their family; in the following question more than half of the respondents indicated there should be expanded educational and recreational opportunities for grades K-12.

5. The majority of survey respondents (80%) indicated they would like to see more college credit classes offered by Scott Community College within the North Scott area.

6. In an open-ended question, respondents were asked to voice three major community concerns or needs. community. The needs listed most often were for teen activities and/or a teen center, youth and family activities, and a swimming pool. The responses to this open-ended question supports the findings of an earlier question in which respondents were asked to rate a variety of program activities. Approximately half of the respondents considered family, teen and youth activities to be very important.

Appendix A

NORTH SCOTT COMMUNITY EDUCATION

TELEPHONE SURVEY INSTRUMENT

Hello, my name is _____ and I'm calling for North Scott Community Education. Would you take a few minutes to help us improve our programs and services to the community by answering some questions?

Your telephone number has been selected at random and all your answers will be kept confidential.

"Is this a private household?" - If no terminate.
If yes continue.

"Are you 16 years or older?" - If no "Is a person 16 or older available?"
If yes continue.

First, we would like to find out what you know about North Scott Community Education..."

NORTH SCOTT COMMUNITY EDUCATION TELEPHONE SURVEY

1. A program named North Scott Community Education was started by the school district in the Fall of 1983. Have you read or heard of any information relating to community education.

   1. No (If no skip to 5)
   2. Yes

2. Are you aware that the North Scott Community Education program works with all the North Scott communities?

   1. Yes
   2. No

3. Do you believe that a program like the North Scott Community Education Program is beneficial to all North Scott residents?

   1. Yes
   2. No

4. Did you know that the North Scott Community Education program has an advisory council made up of members of all North Scott communities?

   1. Yes
   2. No

5. Do you think that public school facilities should be used year round, by all members of the communities.

   1. Yes
   2. No

6. Do you feel that there is a good level of cooperation between the school district and other community agencies?

   1. Yes
   2. No
   3. Don't know

7. Do you feel there are a sufficient number of activities available in the North Scott area for your family?

   1. Yes
   2. No
   3. Don't know

8. Do you feel that there should be expanded educational and recreational opportunities for the following grades.

Grades K-6 Yes _____ No _____

Grades 7-8 Yes _____ No _____

Grades 9-12 Yes _____ No _____

When should these be available?

1. After school
2. In the evenings
3. Saturdays
4. In the summer

9. Are you aware that the North Scott Community Education program is funded jointly by the North Scott School District and Scott Community College?

1. Yes
2. No

10. Are you aware that the North Scott Community Education program works with Scott Community College to set up adult education classes in the North Scott area.

1. Yes
2. No

11. If you were to attend an adult education class where would be the most convienient location?

1. North Scott High School
2. Neil Armstrong Elementary
3. John Glenn Elementary
4. Virgil Grissom Elementary
5. Alan Shepard Elementary
6. Edward White Elementary
7. Other (please specify)_____

12. Would you like to see more college credit classes offered by Scott Community College here in the North Scott area?

1. Yes
2. No

If so, what type?_____

13. Of the following program areas, please rate them according to their importance to you.

	Not Important	Important	Very Important
Family Activities	1	2	3
Single activities	1	2	3
Adult activities	1	2	3
Teen activities	1	2	3
Youth activities	1	2	3

14. Where do you receive information concerning community activities?

Leader/Shopper _____
North Scott Press _____
Quad City Times _____
Des Moines Register _____
Television _____
Radio _____
Flyers _____
Word of mouth _____
School communications _____
Other _____

15. Do you remember receiving the North Scott Community Education summer activity brochure sometime in May?

1. Yes
2. No

16. Did you find the information contained in the brochure useful?

1. Yes
2. No

17. What are the three major concerns or needs you see for the community in which you live?

_____

_____

_____

18. In which community do you reside?

1. Donahue
2. Dixon
3. Eldridge
4. Long Grove
5. Maysville
6. McCausland
7. Mt. Joy
8. Parkview
9. Princeton
10. Other_____

19. What are the ages of the children living in your household?

1. 0 - 5 _____
2. 6 - 12 _____
3. 13 - 18 _____

20. What are the ages of the adults living in your household?

1. 18 - 20 _____
2. 21 - 25 _____
3. 26 - 35 _____
4. 36 - 45 _____
5. 46 - 55 _____
6. 56 - 65 _____
7. Over 65 _____

21. How many years have you lived in your community?

1. 0 - 2
2. 3 - 5
3. 6 - 10
4. 11 - 20
5. More than 20

(DON'T ASK)

22. Male _____ Female _____